not to telecast advertisements found violative of the Advertising Code. In the past, TV channels have been directed not to telecast certain advertisements of undergarments, cosmetics and condoms which were found to be violative of the Advertising Code.

As regards, public exhibition of films, the same are released after certification from Central Board of Film Certification (CBFC) under the provisions of the Cinematograph Act, 1952 and guidelines framed thereunder. Guidelines under the Act, *inter-alia*, provide that scenes depicting anti-social activities such as violence, *modus operandi* of criminals or scenes glorifying drinking, glamouring drug addiction etc. are not depicted.

Ban on advertisements of liquor

†*90. SHRI KRIPAL PARMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have imposed a total ban on telecast of advertisements of liquor in print and electronic media;

(b) if so, whether it is a fact that certain liquor manufacturing companies are freely telecasting advertisements of soda in the name of famous brands of liquor in print and electronic media, which is mockery of the said ban;

(c) if so, the preventive steps being taken by the Government; and

(d) if no action has been taken so far, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) All India Radio and Doordarshan both follow their Code for commercial advertising which prohibits advertisements of liquor.

Advertisements on all satellite TV channels when transmitted/re-transmitted through the Cable Television Network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Advertising Code *inter alia* prohibits advertisements, which promote directly/indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of the Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into

† Original notice of the Question was received in Hindi.

violations of the Advertising Code on 22.05.2002. Cognizance of such violations of Advertising code is also taken *suo moto* by the Committee. On recommendations of the Committee, TV channels are directed not to telecast advertisements found to be violative of the Advertising Code. Since inceptions of the Advertising Committee, final orders directing various TV channels not to telecast 14 (fourteen) advertisements of brands of liquor have been issued.

In so far as private FM channels are concerned, licensees have to adhere to Code for Commercial Advertising of All India Radio.

Press in India is free from Government control. The Press Council of India (PCI) is a statutory autonomous body set up under the Press Council Act, 1978, for the purpose of preserving the freedom of the Press and of maintaining and improving the standards of newspapers and news agencies. As per Section 13, sub section 2(c) of the Act, the Council is required to ensure on the part of newspapers, news agencies and journalists, the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship.

Press Council of India (PCI) has framed the following norms:

"No advertisement shall be published which promotes directly or indirectly, production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants".

Transfer of teachers in Kendriya Vidyalayas

†*91. PROF: RAM DEO BHANDARY: Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) what are the norms for transfer of teachers in Kendriya Vidyalayas;

(b) whether any relaxation in the norms is provided to the lady teachers;

(c) whether there is any provision for posting of the spouse of a Government servant in the same area, in case both of them are posted in different areas/States;

(d) whether there is any provision for posting of teachers having the burden of familial responsibilities, specially towards their old parents and in-laws, in near by schools; and

† Original notice of the question was received in Hindi.